DAWN MAGAZINE

"A New Day For Black Americans"

MAY 1974

A Supplement To The Following Newspapers:

Afro-American (National)
Baltimore Afro-American
New Jersey Afro-American
Richmond Afro-American
Washington Afro-American
Cincinnati Call and Post
Cleveland Call and Post
Columbus Call and Post
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Los Angeles Sentinel
Oakland Post
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Atlanta Voice
Shreveport Sun
Charlotte Post
Indiana Herald
Mobile Beacon
The Facts, Seattle
St. Louis Sentinel
Albany Times
Houston Forward Times
The Dallas Weekly
The Chicago Defender

IN THIS ISSUE . . .

BIG TRAVEL LOOMS FOR SUMMER

THE RISE AND FALL OF BEALE STREET

Over Two Million Readers

Life With Herbie

Take it easy boys,he just wants to know where the men's room is.

Barbados: Success Story

By Ben F. Carruthers

No former European colony in the Caribbean is more stable, more hospitable, better governed or enjoys better relations between races, colors and religions than Barbados. Black Americans as well as whites find Barbados one of the most hospitable islands in the area. Tourism now provides nearly half the tiny country's income and each year brings in more visitors than the total population of the island! And just wait until the well-heeled South Americans discover nearby Barbados' charm.

When British planters introduced sugar cane into Barbados in 1640, they could hardly have dreamed that the thousands of Africans they imported as slaves would become masters of Barbados with the country's independence which was gained peacefully on November 30, 1966.

Today, a mere seven years after independence, the island's population of 260,000 breaks down into approximately 77 per cent of African descent, 18 per cent mixed black and white and 5 per cent Caucasian. Colloquially, all are "Bajans," a term of brotherhood, not opprobrium.

Bajan food is especially good when it relies on local fruits and vegetables, fish and shellfish. Worthy of special mention is the delectable flying fish.

Free DAWN Cover Poster

A beautiful life-like color poster of this month's DAWN Magazine cover beauty is available to you free just for the asking at your local travel agency.

Or write to Mr. George Jackson — Director Sales Development, American Airlines, Inc., 633 Third Avenue, New York, New York 10017

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Mexican Spas Ideal For Soothing Nerves, 'Welcome' African Tour **16**

19 The Funny Divy, Divi Tree Found on Travel Trip

The traditional and graceful ways of the peoples of West Africa is one of the keenest images gathered on an Air Afrique Akwaaba (Welcome) Tour.

The Cover

DAWN Magazine Cover Beauty is American Airlines "To the Good Life" Poster Girl, Miss Phyllis Lampkin of Los Angeles, California.

Photo by Robert Takis.

Quick Quotes

By

David M. Warren

"President Nixon's credibility is like a young girl's virginity, now that he has lost it he'll never get it back."

"When looking for a place to wait out a storm, an outhouse is just as good as a castle."

"The reason that some boys don't amount to much is because they follow in their father's footsteps."

"The best way to get along with a cranky boss is to have an open mind and a shut mouth."

"If common sense was such a common thing, everybody would have some of it."

"When the truth hurts, even a holy man is capable of giving the world a lie."

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The Rise and Fall Of Beale Street

By Arnold de Mille

That "evenin' sun" has gone down on Beale Street!

That "immortal" street in Memphis, Tenn., where the blues was born, noted for its colorful saloons, gaiety, good times and pretty women — once the capital of the Black World — and made famous by the Father of the Blues, "done gone dry" and today is reminiscent of a ghost town.

William C. Handy scribbled these now world-remembered words in 1910 on a cigar counter in Pee Wee Cafe where he and his band were playing:

uh see de evenin sun go down . . .
"Cause my baby, he done left dis town . . .
"Feelin' tomorrow like I feel today . . .
"I will pack my truck, make my get-away."

W. C. Handy at that time had no way of knowing that only a few months after his own death (March 28, 1958) that the street he made so famous would be stricken with an incurable disease. For all of the people who lived on Beale Street, and most of those who earned their living there, were forced to pack their trunks and make their get-away — most of them never to return again.

Beale Street, which begins at the mighty Mississippi River, is less than a dozen city blocks long. But it has a rich history of drama, successes, failures, tragedies, heartaches, laughter and a historical background dating back before the Civil War. And black people played an important role in its life from the time it was a place where slaves were bought and sold to the very end.

Apparently, no one knows for certain how Beale Street got its name. It is believed it was named after a General Beale three years before the street became a part of Memphis in 1849. Prior to then it was part of the Beale plantation.

Shortly after the Civil War, Beale Street began to take on a characteristic of its own, unique to the City of Memphis. It gradually became the center of Memphis' night life and a choice residential area.

Around the turn of the century invisible lines divided Beale Street into three sections. The west end, where it begins at the Mississippi and the Wolf Rivers, was mainly commercial with cotton, cane and fish markets. The east end of Beale had become a choice residential area with many beautiful homes known for their architechural splendor.

According to old timers Beale Street was at the heighth of its glory between 1905 and 1930. During that period the street had experienced tremendous growth in business ventures by black people, including banking institutions and insurance companies. Small businesses like beauty parlors, barber shops, grocery stores, shoe shine parlors, pool rooms and restaurants held their own. The big attractions and money makers were the night clubs and gambling places like the Monarch Club, Pee Wee, the Hole in the Wall, Creole Palace and the Panama.

Beale Street was a mecca for musicians and entertainers. Most of the big bands appeared regularly, bands led by masters like Cab Calloway, Duke Ellington, Count Basie, Erskine Hawkins, Noble

(Continued on Page 9)

Get it together.

RCA
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Includes: It's Been a Long Time
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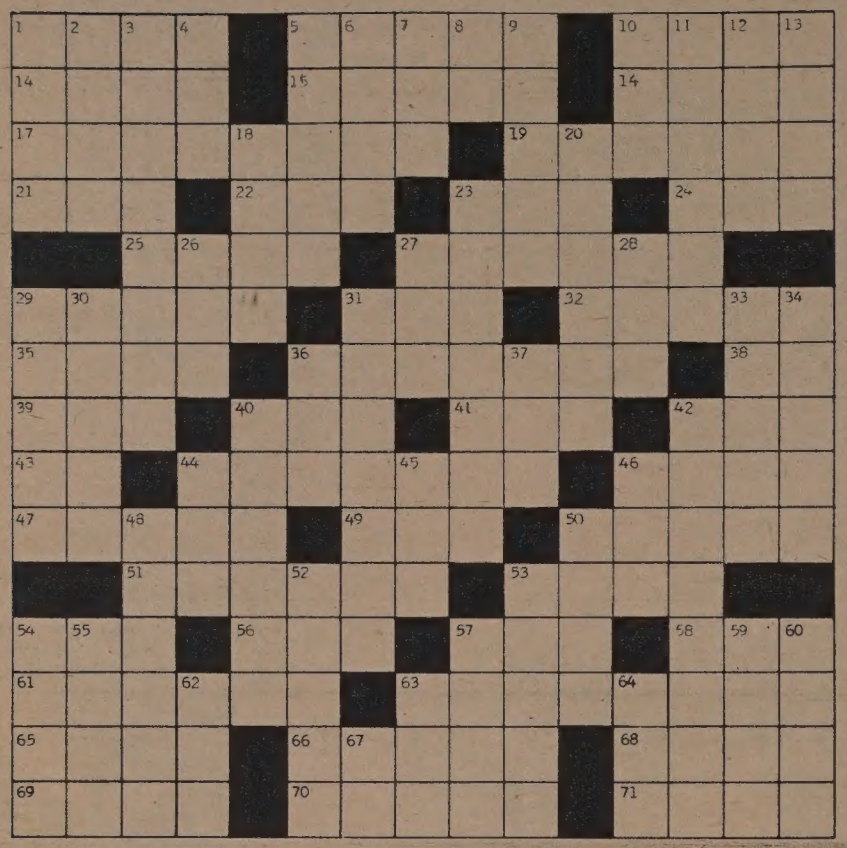
DAWN Travel Puzzle



ACROSS

1 Time gone before
5 Feminine name
10 Plane blade (Colloq.)
14 Indian
15 Miscue
16 G.I.'s illegal flight (Abbr.)
17 African republic
19 New southern nation
21 Danish money
22 Visitor's lodging
23 Machine part
24 Word of refusal
25 "_____ Majesty"
27 Masculine name
29 Formerly the Republic of the Congo
31 Northern neighbor of the U.S. (Abbr.)
32 Approaches
35 "French Connection" name
36 Guardianship
38 That is (Abbr.)
39 Weight unit
40 Sailor (Colloq.)
41 Miss Gardner
42 Top-notch flier
43 Symbol for 9-Down
44 Montego Bay is a resort feature here
46 Moored to a dock
47 Songstress Vaughan
49 "The Man Who Loved____Dancing"
50 Contrite
51 King of "magnetism"
53 Upon
54 A "smoke" (Sl.)
56 Uncle, in Madrid
57 Well-known corporation name (Abbr.)
58 Lyric poem
61 Country containing 63-Across
63 Famous African Falls
65 Gelatin
66 Willow
68 Namesakes of actress Hagen
69 Movie columnist Barrett
70 Writer Cather
71 _____ of Capri

DOWN

1 A little (Music)
2 Perfume
3 Native of nation off the Gulf of Aden
4 Golfing start
5 Sierra _____
6 Moses brother (Var. sp.)
7 Vase
8 Gyspy husband
9 Inert gas
10 Salary
11 African land of Lake Kivu, _____ vacationers favorite
12 Mrs. Chaplin
13 Hansberry product
18 Ascent
20 African nation
23 Get in touch with
26 Sea bird
27 Prosecutors (Abbr.)
28 Willy, of rocketry
29 Last letters (Gr.)
30 Greek market place
31 Resort in the Dutch Antilles
33 Peeling implement
34 Shabby
36 Irregular machine part
37 Eggs
40 Pacific paradise
42 Kennedy, O'Hare, etc.
44 Month for southern trips (Abbr.)
45 Ending for "spat" or "best"
46 Also
48 Dealer in certain materials
50 Photo copy (Colloq.)
52 Sound of 49-Across
53 Capital of Ghana
54 Ruler
55 Villain of "Othello"
57 Canadian rebel
59 On pilot's panel
60 Vacation objective
62 Lady's garment (Colloq.)
63 Town (Abbr.)
64 French assent
67 Spanish affirmative

Puzzle Answers
Page 10

Army ROTC Offers College Scholarships

Every year, thousands of students are asked to write an essay on what they did during summer vacation.

Next fall, there will be up to 300 high school seniors across the country who'll have something special to write about. They'll be the winners of four-year Army ROTC college scholarships.

Under a new early scholarship selection program, high school students who will have completed their junior year can submit applications between July 1 and Sept. 1 and compete for an initial 300 scholarships. Names of the winners will be announced on Oct. 15.

The announcement will give these winners early notification of their four-year Army ROTC scholarships shortly after beginning their senior year in high school.

The scholarships pay for the student's full tuition costs, textbooks, laboratory fees and other education expenses. Winners also receive a subsistence allowance that pays them $100 a month for up to ten months of each school year.

700 Four-Year Full Tuition Grants Available For Students

Those applicants who don't win in the early selection program can still win one of the additional 700 four-year scholarships that will be awarded next spring. Their application files will automatically remain in competition for the regular selection program in March 1975.

These winners will be announced in April, 1975.

If a student does not win during the early selection program, his or her chance to win a scholarship in the regular program will not be affected because there will be no indication that the application was previously considered.

The deadline for all four-year scholarship applications under the early selection program is Sept. 1 and for the regular program is Dec. 1, 1974. School admission requirements are the responsibility of scholarship winners.

The four-year scholarships are valid at any of the 290 colleges and universities across the nation that offer Army ROTC.

These days, with the average cost of a college education currently estimated at about $12,000, an Army ROTC scholarship can help parents and students alike. Even more important than the material advantages is Army ROTC's program of leadership development for all cadets.

It is a specialized program that provides principles and practical experience in leadership and management to today's college student.

Army ROTC challenges students to lead and motivate their peers, develop self-confidence and self-understanding. It also instills a desire to succeed, which provides a competitive edge in civilian as well as military careers.

For more information on the new early scholarship selection program, high school students should contact their guidance counsellor. Or they can write to Army ROTC, Fort Monroe, Va., 23651.

How often do you get two chances at the same four-year scholarship?

This year, for the first time, Army ROTC offers you this opportunity. If you apply for a four-year Army ROTC Scholarship between July 1 and September 1, you may be considered twice.

All completed applications received by September 1 will be considered for an initial 300 four-year scholarships. Winners of these scholarships will be announced on October 15.

If you do not win one of the 300 scholarships, your application is automatically placed in competition for one of the approximately 700 four-year scholarships which will be awarded on April 1, 1975. Failure to win during the early cycle will not adversely affect your application, as the regular selection board will not know that you competed during the early cycle.

Army ROTC Scholarships pay tuition, books and lab fees, and provide a tax-free subsistence allowance of $100 a month, for up to 10 months of the school year. The scholarships may be used at any of the 290 colleges and universities which host the Army ROTC program.

Deadline for all four-year Army ROTC Scholarship applications is December 1. But, if you want to be among those who have two opportunities for a scholarship, get your application completed early. See your guidance counselor now to register for the SAT or ACT tests.

Army ROTC. The more you look at it, the better it looks.

Army ROTC
P.O. Box 12703
Philadelphia, Pennsylvania 19134
Tell me more about Army ROTC Scholarships.

Mrs.
Miss
Mr. _____ Age _____

Address _____

City _____ County _____

State _____ Zip _____

High School Attending _____ Phone _____

College Planning to Attend _____

Social Security Number _____

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Beale Street

(Continued from Page 4)

Sissle, Fats Waller and many others. An endless list of musicians and singers began their career on Beale Street.

During those years, Beale Street became the capital of black vaudeville. There were the Palace, the old Daisy, Grand and the Lincoln Theatres. All of the big stars during that period appeared at these theatres. A few names recalled by senior residents of Beale Street are Bert Williams, Bill Robinson, Bessie Smith and Ella Fitzgerald.

Also, Beale Street had become a "Saturday haven" for domestic workers and country folks from the cotton and cane fields of Arkansas, Alabama. Northern Mississippi and Western Tenessee. They went to Beale Street in droves by cars, wagons, wagons, buggies, and rail. They went with their total earnings, some to buy clothing and other articles, and some to go to the theatres. Most of them went to the saloons, the pool halls, the cabarets and gambling clubs. All to have fun and laughter. The excursions to Beale Street on Saturday was almost like a religious fever.

While the street had become a mecca for card sharks, crap shooters, hustlers, prostitutes and panhandlers, it had gained and enjoyed world-wide reputation through W. C. Handy's music. Thousands and thousands of people from every part of the globe went to Beale Street. In fact, it had become the capital of the Black World. The list of names of celebrities who visited Beale street through Handy's music could probably cover Handy Park twice.

Handy Park

The City of Memphis paid tribute to the Father of the Blues when it erected a park in his honor on Beale from Third to Hernando Streets. It was named Handy Park in 1931. In September, 1958, several months after the composer died, a "Pageant of the Blues" was presented in Crump Stadium for the purpose of placing a life-size bronze statue in the park. The pageant was under the chairmanship of the editor of the Commercial Appeal, Memphis largest daily newspaper $15,000 was raised.

The statue was sculptured by Leone Tammasi of Florence, Italy, and cast in bronze there by the world-renowned 550-year-old Marinelli Foundry. A 5-foot pedestal of Missouri red granite was supplied by the McNeel Marble Company of Marrietta, Ga. Dedication of the monument was held May 1, 1960 with the largest turnout of musical talent Beale Street ever accommodated.

Renewal Project

Beale Street is being demolished by the Memphis Housing Authority to make way for a $20 million proposed Beale Street Renewal Project. The plans call for a number of high-rise apartment buildings (low and middle income), a mall and plaza with shops, restaurants, theatres, office buildings and a "blue-light district reminiscent of the old Beale Street.

The idea of the project came to light in 1958, the year Mr. Handy passed away. The original proposal called for a larger area to be included in the project, involving approximately 164 acres and displacing some 1,400 families and 275 businesses. When the Federal Government returned the proposal to the Memphis Housing Authority for a scaled down plan costing less money, the MHA came up with the present one which was approved by the Federal Government in June 1969.

At the time the original proposal was made public, it was accepted with enthusiasm by the majority of Memphis white citizens, and with much jubilation by most of the office tenants and residents in the downtown area. Beale Street is only three blocks from the heart of the downtown business section. Advocates of the proposal pointed out that the proposed project would do wonders for the area and the city.

Black citizens did not view the proposed project with the same enthusiasm and jubilation. They reviewed it with mixed emotions, con-

Henry Shaw with the Beale Street he loved so much to his back. "This Street" had a long and glorious history, but it has faded," he says.

fusion and some even with a sigh of indifference. There were those who fully agreed that the Beale Street Urban Renewal Project would not only be good for the area and the city, but most importantly, would be a blessing for most of the people who lived in the Beale Street area.

Uppermost in their mind was the fact that Beale Street had its share of shoplifting, robberies, mugging, looting, card sharks, prostitutes and all that is found on any main street in any big city.

But the big crime of all was the fact that deterioration was permitted to set in, take over and gnaw at the very heart of Beale Street.

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Do you like to travel, meet new people, see new places?

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Address_____

City_____ State_____ Zip_____

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Veteran? ☐Yes ☐No

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Gemini Male Loves Good Food

Gemini Swiss Steak, Traditional Pan Biscuits and Conservative Fruit Salad . . . .All Made With Your Gemini Man in Mind.
(Photo Curtesy Wine Institute)

Those Born Between May 21-June 21 Have Taste For Excellent Food, Travel, Art And Music.

The Gemini male is the most choosy in the zodiac, especially when it comes to his woman.

That's what astrologists say and if you've ever come in contact with one, you know it's true.

He is born a conservatist. All his tastes are in line; traditional food, accepted music, classical works of art and recognized literature.

The woman of his choice must be able to cook and keep house. He will help out whenever needed, but don't count on him too often.

The Gemini man likes a little variety in his life. Traveling is his favorite pastime and eating is not far behind.

When cooking for your man remember to be careful with the spices . . . he tends to shy away from heavily seasoned dishes. Gemini Swiss Steak, Traditional Pan Biscuits and Conservative Fruit Salad will surely please your Gemini guy.

A bottle of his favorite red dinner wine is all that's needed for a perfect dinner.

GEMINI SWISS STEAK
(Serves 5)

2¾ pound piece round steak
2 tablespoons flour
1½ teaspoons paprika
½ teaspoon hickory smoke salt
½ teaspoon seasoned salt
½ teaspoon lemon pepper marinade
½ teaspoon chili con carne seasoning
2 tablespoons garlic flavored wine vinegar

1 tablespoon olive oil
¼ cup finely chopped green pepper
¼ cup finely chopped onion

¾ cup California White, Red or Rose Dinner Wine
1 (15 oz.) can tomato sauce with bits green pepper rings for garnish

cooked squash, carrots and potatoes for vegetable

Have butcher cut round steak 1½ to 2 inches thick. Trim off any excess fat; score meat lightly on both sides. Combine flour with dry seasonings. Combine with 1 tablespoon vinegar and oil. Rub into both sides of meat. Cover and refrigerate several hours. Render meat trimmings; use about 2 tablespoons fat to brown meat well on both sides. Drain off any fat in pan. Add green pepper, onion, wine and all but ½ cup tomato sauce. Cover tightly and simmer until meat is fork-tender, about 1¾ hours.

When meat is tender, skim off any excess fat from pan liquid. Add remaining ½ cup of tomato sauce and tablespoon vinegar. If desired, thicken liquid slightly with a little cornstarch mixed with cold water. Arrange meat on hot serving platter. Spoon a little gravy on meat to keep it moist, serve remainder separately.

Garnish meat with pepper rings and serve with small cooked carrots and cooked halves of small yellow crookneck squash dressed with melted butter and a light grating of fresh lemon peel. Small cooked potatoes, boiled or oven browned, that are rolled in butter and fine cereal crumbs may also be served.

TRADITIONAL PAN BISCUITS
(Serves 5)

2/3 cup milk
1 bay leaf
½ cup butter or margarine
1¼ cup biscuit mix
¾ cup uncooked yellow corn meal

¾ teaspoon celery salt
¼ teaspoon marjoram or rosemary

Heat milk with bay leaf and butter just until butter melts. Remove from heat and cool; remove bay leaf. Combine biscuit mix, corn meal, celery salt and majoram or rosemary in mixing bowl. Add liquid to dry ingredients; mix to moderately stiff dough. Drop by spoonfuls onto well-greased 7 or 8-inch round pan. Bake at 450 degrees until crusty and golden brown, about 20 to 25 minutes. Serve hot with butter.

CONSERVATIVE FRUIT SALAD
(Serves 5)

1½ quarts crisp salad greens
1 large avocado
1 tomato
1 small onion
2 cups orange or grapefruit sections or, combination of both

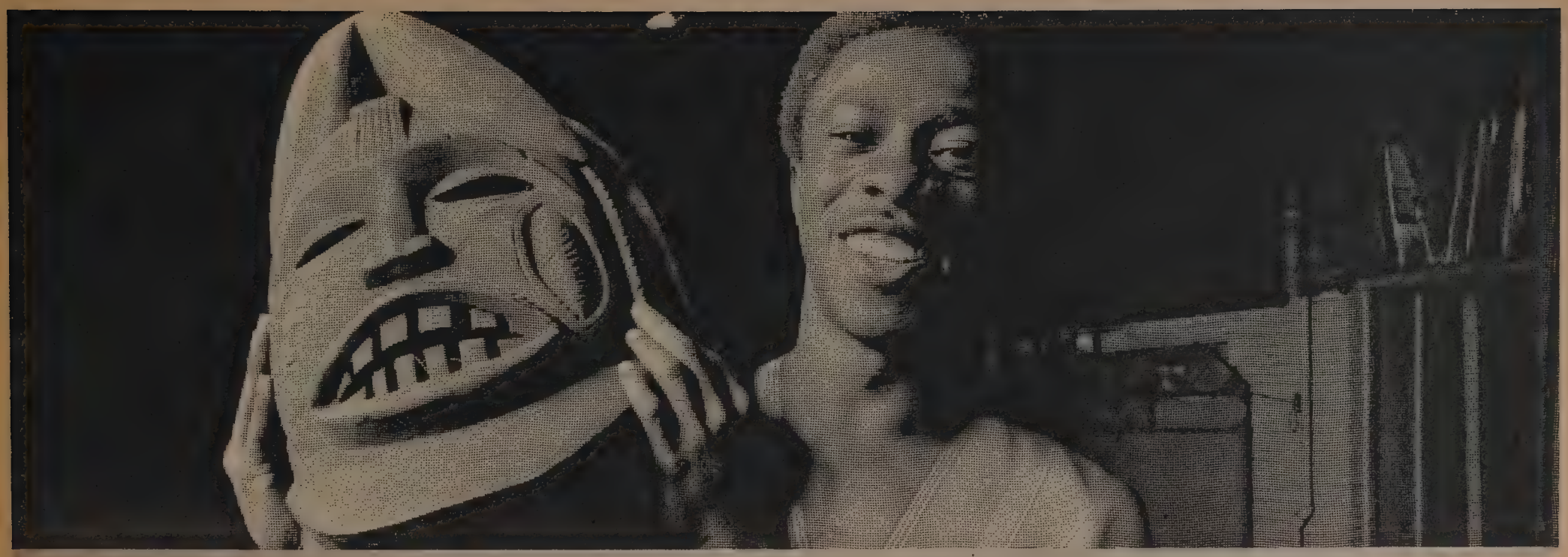
Fruit Salad Dressing

Have all ingredients well chilled. Tear salad greens into bite-sized pieces into chilled salad bowl. Cut avocado in half, remove seed and skin. Cut fruit into crescents. Core and cut tomato into small wedges or slices. Peel and cut onion into thin slices. Arrange avocado, tomato, onion and orange or grapefruit sections on greens. Serve, tossed with sufficient Fruit Salad Dressing to taste.

Fruit Salad Dressing: Measure into a pint jar 1 teaspoon seasoned salt, 1 tablespoon sugar, 1/8 teaspoon paprika, 2/3 cup salad oil, ¼ cup unflavored wine vinegar, 2 tablespoons honey, 2 tablespoons lemon juice. Cover and shake vigorously to blend. Makes about 1 cup.

Puzzle Answer

P	A	S	T		L	A	U	R	A		P	R	O	P
O	T	O	E		E	R	R	O	R		A	W	O	L
C	A	M	E	R	O	O	N		G	U	Y	A	N	A
O	R	A		I	N	N		C	O	G		N	A	Y
		L	E	S	E		D	O	N	A	L	D		
Z	A	I	R	E		C	A	N		N	E	A	R	S
E	G	A	N		C	U	S	T	O	D	Y		I	E
T	O	N		T	A	R		A	V	A		A	C	E
A	R		J	A	M	A	I	C	A		T	I	E	D
S	A	R	A	H		C	A	T		S	O	R	R	Y
		A	N	I	M	A	L		A	T	O	P		
C	I	G		T	I	O		R	C	A		O	D	E
Z	A	M	B	I	A		V	I	C	T	O	R	I	A
A	G	A	R		O	S	I	E	R		U	T	A	S
R	O	N	A		W	I	L	L	A		I	S	L	E



Act natural.

If all the world's a stage, then the kitchen is down front center. It's where you refuel for the many roles you play . . . on stage and off. It's also where Kraft helps you bring out the best in flavor with the favorite, Kraft Barbecue Sauces . . . six flavors in all.

Try Kraft Regular Barbecue Sauce . . . it's a natural choice for sizzling ribs, giving them outdoor flavor even when you cook indoors. And the thick and rich goodness in every bottle seeps slowly into the deep meat of every rib. Ribs your way; Barbecue sauce, the Kraft way. The end performance—very tasty!

And when you're ready there are five more flavors to choose from. Try Kraft Hickory Smoke flavored; Garlic Flavored; Onion Bits; Hot; and Onion Bits Hickory Smoke flavored.

SOUL RIBS N' RABBIT SLAW

3 to 4 lbs. back ribs • 3/4 cup Kraft Barbecue Sauce

Place rack of ribs on greased grill, bone side down, 5 to 7 inches from coals. Grill over low coals 30 minutes; turn and grill additional 15 minutes. Turn and grill 30 minutes longer, turning and brushing with barbecue sauce every 10 minutes.

- 1/2 cup Kraft Mayonnaise
- 2 tablespoons vinegar
- 4 teaspoons Kraft Cream-Style Prepared Horseradish
- 1 teaspoon sugar
- 1 teaspoon salt
- 1/4 teaspoon pepper
- 6 cups shredded cabbage
- 1 cup shredded carrots
- 1/3 cup chopped onion

Combine mayonnaise, vinegar, horseradish, sugar, salt and pepper. Pour over cabbage, carrots and onion; toss lightly. Chill. 6 to 8 servings.

The Arts and KRAFT Coalition.

Division of Kraftco Corporation

Wear your natural hairdo proudly and beautifully.

It is easy to change your hairstyle. Just comb it back and attach an Afro puff.

Hairpieces can be added to give your natural a different and more personal look.

Corn rowing or braiding is a nice change from the regular natural style.

(Sketches by Thomas Stockett)

Wear Your Natural Beautifully and Proudly

By Marie P. Cooke

The Afro or natural hairdo is still very much "in" and is lookin' better than ever. Brothers and sisters are wearing it, beautifully and proudly.

But maintaining an Afro has its own set of problems. While it may look easy to manage, tangles, snarls and unruliness are obstacles we all encounter.

To keep your natural beautiful you must follow a few basic steps so that your head will really be together.

Naturals come in a variety of different shapes and sizes. The full natural, which is about three to five inches all around, is in sharp contrast to the mini-natural, which may be as short as a half inch all around. The average length of the Afro is two to three inches.

The two basic elements of a together Fro are shaping and shampooing. We've all seen someone who looks good from a distance but close-up the picture changes; you can't appreciate the style for the lint and dust.

Have your natural shaped at least every four to six weeks. Regular trimmings will eliminate frizzy or split ends and help maintain a balanced look.

Shampooing is the best thing you can do for your natural. Wash it frequently, as often as twice a week if necessary, to relieve it of dust and lint.

Frequent washings won't hurt your hair as long as you use a mild shampoo and rinse thoroughly. The tight curls (a.k.a. "kinks") prevent the scalp from getting the air and circulation it needs.

While washing your hair, you can also massage the scalp by sliding your fingers up and into your scalp and then out, just as if you were combing your hair with your fingers. This massages your scalp without matting your hair.

When shampooing at home, towel-blot your hair after the final rinsing to remove the excess water. DO NOT RUB or else you wou will mat the hair.

Conditioning is what the natural needs and plenty of it. It makes the hair stronger and softer and easier to comb. Treating the hair with a conditioner only takes a minute if you use a 60-second balsam treatment.

Balsam reconditions split, brittle ends and restores life and luster to dry damaged hair. In addition it restores natural body and removes snarls and tangles.

At this point it is best to oil the scalp and then spray with a creme rinse to remove any tangles which linger. (Spray on rinse can also be used between shampoos to help make daily combings a little easier.)

Since it is often difficult to brush a natural hairstyle, it is recommended that you brush it while still wet. Part the hair in small sections and stroke gently, making sure tangles don't get stuck in the hairbrush. This also helps distribute naturals oils onto the scalp and hair shaft, thus eliminating dandruff and dryness.

You can end your hairdressing here by picking it into your favorite style or going a few steps further for a more "together" look.

Nowadays many brothers are setting their naturals just as the sisters do either on small rollers or permanent rods. Braiding the hair loosely while it is still wet and allowing the braids to dry gives the finished product a fuller look. (This is also known as the quick blow-out.)

Do not use regular holding sprays for that finishing touch.

(Continued on Page 15)

DO IT.

Starting now, coloring your hair's a whole new ball game. No more deciding between your hair's color and your hair's condition.

Now you can do it. Because now there's Clairol® Balsam Color. The shampoo-in color that leaves no excuse for not coloring your hair.

In fact, it leaves your hair shiny and more manageable than if you hadn't colored it.

You see, you add our packette of special Balsam Color conditioner to the color. And your hair absorbs the conditioner where it needs it the most—like the ends. So your hair's more natural looking.

And the color keeps looking healthy and natural. Because of our new longer-wear formula.

Go ahead. Do it.

There's no excuse not to anymore.

With Clairol Balsam Color, there's no excuse not to anymore.

Is your vacation going to be just a few days off, or a real experience?

American can take you to the cities that are alive with the present and rich in the past. Your Travel Agent has all the details.

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As little as $179 plus air fare puts a family of four in an economical Plymouth Duster (you pay for the gas) and Holiday Inns. For 7 days and 6 nights.

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If you've got a city in mind: New York, Los Angeles, Washington, Boston, Memphis—you name it—talk to your Travel Agent.

And be sure to ask about the special air fares that apply.

That makes it even easier to turn a vacation into an American Experience.

For children, nothing can be more exciting about history than seeing the places where it was made.

And for parents, what could be more rewarding than sharing that excitement with them?

Imagine the thrill of visiting the Tuskegee Institute in Alabama.

Or the Crispus Attucks monument in Boston.

Or the Beckwourth Pass in California.

Or the new Martin Luther King Memorial in New York.

American

Wear Your Natural Proudly

(Continued from Page 12)

They can make your hair look stiff and brittle. It's advised that you use products especially developed for naturals.

What do you do now that your hair is clean and conditioned?

Selecting a natural style which best suits your facial features and personality is not nearly as hard as it sounds.

Take a few minutes to experiment to see which shape looks best on you. Blow-out? Curly natural? Afro braids? Corn rows? You'll soon find a style that is really you.

The choice is yours — just wear it beautifully.

CURLY NATURAL: The look is achieved only by relaxing the hair. If your hair is naturally tight and curly you'll need to get a professional hair straightening treatment before you can get this soft, curly style.

Set relaxed hair on medium or small rollers, depending on hair length. When dry, remove rollers. Loosen curls by running fingers through hair. Using rat-tail comb or a pick, fluff out individual curls. Backcomb when necessary, for height. To reshape each morning comb each curl around finger.

BLOW-OUT: First you need to give yourself a semi-relaxing treatment. Blow-out kits are available at a drugstore. The kit consists of a creme base relaxer, neutralizing shampoo, grooming conditioner, gloves and hair oil. DO NOT USE ON BLEACHED HAIR.

Do not shampoo before applying the relaxer. FOLLOW DIRECTIONS CAREFULLY. After you have relaxed the hair to the desired straightness, lift hair with pick comb, hand dryer or drying and styling comb. Your blow-out should last from six to eight weeks until new hair grows. After the initial treatment it is only necessary to relax new growth.

AFRO BRAIDS: This is a new look. Starting from front and center, section off a one-inch or slightly bigger square. Divide it in three and braid the hair tightly toward the face.

Make three more squares and braids on each side, with the ones over the ears pulled down straight. Next, comb the Afro forward to hide the part, and spray setting lotion on all the little hairline fuzz (baby hair) to flatten it.

CORN ROWING: An ancient Africian hair-grooming technique. It is pretty and a nice change from the usual Afro hairdo.

Part short hair into rows, creating the pattern as you go along. Pick up small pieces of hair and, with an underhanded motion, braid only the part near the scalp. Add the next closest pieces and interweave same until the row is completed.

You don't have to give up choice and elegance to get small car economy.

Ford and Lincoln-Mercury dealers offer basic, family, sporty and elegant small cars.

MERCURY'S CAPRI

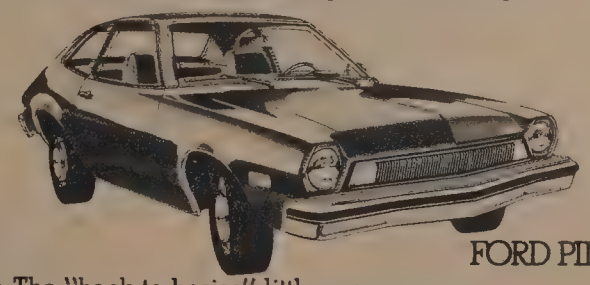
- The sporty "sexy European" has sold more cars in its first three years in America than any other import in history.
- Standard equipment includes full instrumentation (including tachometer), steel-belted radial ply tires and an economical 4-speed manual transmission.

MERCURY COMET

- The family compact with a little Cougar in it.
- Choose from a 5-passenger 4-door, a 4-passenger 2-door and a sporty 2-door GT model.
- Options: white sidewall tires, wheel covers, vinyl roof.
- Also available with the elegant Custom Option.

FORD MUSTANG II

- The only all-new American small car for 1974.
- Available in the elegant 2-door Ghia shown here, a 2-door hardtop and two 3-door models.
- Standard on all models: full instrumentation (including tachometer), and an economical 4-speed manual transmission.

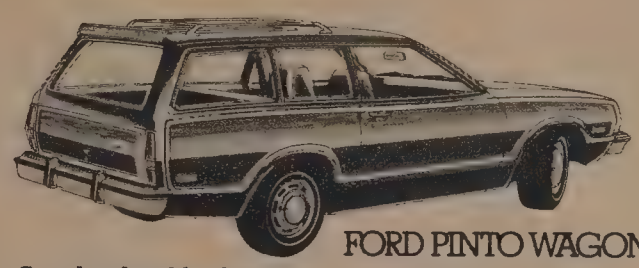


FORD PINTO

- The "back to basics" little economy car.
- America's best-selling subcompact since it was introduced.
- 2-door, 3-door Runabout and Station Wagon models.
- An economical 4-speed manual transmission is standard.

FORD MAVERICK

- Surprising luxury in an economical family car.
- Models include: the best-selling 4-door compact in America, a 4-passenger 2-door and sporty 2-door Grabber model.
- Maverick shown with elegant Luxury Decor Option.



FORD PINTO WAGON

- Simple, durable, basic.
- America's best-selling wagon—of any size.
- Pinto Wagon shown with Squire Option and optional luggage rack, bumper guards and whitewall tires.

Ford Motor Company has made more small cars than VW, AMC, Toyota, GM, Fiat, Datsun, Chrysler or anyone else in the world.
Small car: wheelbase under 112"

FORD

MERCURY LINCOLN

SOUL SISTERS from the United States enjoying the beautiful Acapulco scene at the Condesa del Mar Hotel, where vacationers roam.

IN MEXICO

Natural Wonders Aid Spa Shoppers

A newcomer's visions of Mexico often includes sleepy jungled tropics or wild, barren badlands backed by towering mountains. Often excluded are the bubbling mud pools and hot sulphur springs, natural wonders of the volcanic Mexican land.

Sulphur springs, of course, spout spas. And according to American Airlines, which has daily service to both Mexico City and Acapulco, the spas of Mexico are numerous and varied.

There are spas for fun or for soothing the nerves. Others claim their waters are ideal for smoothing the skin or sluicing the liver. All are complemented with bubbling mud pools across landscapes steeped in sulphur-laced air.

Spa shoppers opting for first-class relaxation can try Ixtapan de la Sal, San Jose Purua or Tehuacan — favorite haunts of the liver-conscious set.

Ixtapan is about a two-hour drive on paved highways west of Mexico City. The Ixtapan, one of the better hotels in Mexico, is a traditional spa-type inn, with rates starting at $15 a day. However, there are smaller hotels whose charm is not diminished by the cheaper prices.

San Jose Purua, built on the side of a hill with the Tuxpan River rushing beneath, is a paradise of gardens and fine cottages. Top class, but not too expensive, it's about 117 paved miles from Mexico City.

Waters Ideal For Soothing Nerves, Smoothing The Skin

Head southeast some 156 miles from Mexico City and there's Tehuacan, a popular watering hole since the Aztec days. Hotel rates range from economy to luxury. The Spa Penafiel, about the best hotel in town, has spacious grounds, a large swimming pool, golf course, tennis courts, bowling, steam baths, gym and a good restaurant.

The Vichy of Mexico, Tehuacan's mineral waters are bottled and sold throughout the country. Tours of the bottling plants are available.

A relatively new spa in another ancient watering hole (clientele dating back to Aztec Emperor Montezuma) is Oaxtepec, a glass-domed pleasure palace built by the Mexican government.

The mildly radioactive waters of Oaxtepec flow in abundance and allegedly cure a variety of ailments. Oaxtepec lies in a lush tropical setting about 66 miles south of Mexico City toward Cuernavaca.

Nearby Cuautla, just a few miles down the road from Oaxtepec, boasts a constellation of spas. The best known are Agua Hedionda, or "stinking water," and Palo Bolero. Both are modest, but charming.

There also are several spas in the immediate Mexico City environs. Most are easy taxi rides from the center of town or airport.

Akwaaba Tour Means 'Welcome'

"Akwaaba" is welcome in the languages of West Africa, and an appropriate title for a new Air Afrique tour program covering seven of that area's most fascinating nations.

Focusing on the culture and traditions of West African peoples, the program includes meetings with local historians and lecturers as well as sightseeing and excursions.

Basically a two-week tour with an optional week's extension, the Akwaaba itinerary includes Senegal, Sierra Leone, Ghana, Dahomey and Togo. Those taking a third week also visit Ivory Coast and Liberia.

After landing in Dakar on Air Afrique's non-stop flight from New York, participants spend two days exploring the great port city and enjoying its beachfront resorts. The highlight here is the island of Goree, the major way station in the slave trade to the New World.

From Dakar, the program moves to Sierra Leone's capital of Freetown, then to Ghana for a seven-day stay in this new nation that is also an ancient kingdom. The chief attractions are Accra, the capital; Volta Lake, the largest man-made lake in the world, and the Ashanti country.

Dahomey, another ancient kingdom, follows, including a visit to the remarkable lake fishing village of Ganvie built on stilts. The final stop on the two-week program is Lome, capital of Togo.

If not for yourself, for your image.

Old Grand-Dad.
Head of the Bourbon Family.

Kentucky Straight Bourbon Whiskeys. 86 proof and 100 proof Bottled in Bond. Old Grand-Dad Distillery Co., Frankfort, Ky. 40601.

BACARDI light rum. Its subtle flavor and smoothness make it perfect for Daiquiris, Bacardi Cocktails and light mixers like tonic. You can also use Bacardi light like gin or vodka in a Martini, Screwdriver, Collins, Bloody Mary or Gimlet.

BACARDI dark rum. Amber color. Slightly more pronounced in flavor. Smooth and mellow. So it's great for rum & colas, eggnog, hot rum drinks or a mixer like ginger ale. You can also use Bacardi dark like whiskey in Manhattans, Sours, soda, water or on the rocks.

BACARDI 151. A high-proof rum for gourmet cooking, spectacular flaming dishes and exotic drinks like the Mai-Tai.

AÑEJO™. A blend of our finest rums, each aged six years or more, Añejo is light, dry and very, very mellow. So it can be appreciated as much as the finest imported Canadian or Cognac. Maybe more. And it's handsomely gift-boxed. Ask for ahn-YAY-ho. It's magnifico!

Which Bacardi for what?

BACARDI® rum. The mixable one.

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The Funny Divi-Divi Tree

By John H. Murphy III

Aruba is the "A" island of the ABCs of the Netherland Antilles — Aruba, Bonaire and Curacao. The pretty little sister of the ABC islands is just 70 square miles of rocky red hills, barely 500 feet high, and magnificent bleached white beaches, surrounded by the deep blue Caribbean. It lies 15 miles from the Venezuelan coast of South America and is the most western of the Leeward group.

Aruba is the only Caribbean island on which the Indian population was not exterminated. The Aruban today is a descendant of Arawak Indians, with a mixture of Spanish and Dutch blood of the early colonizers. Over 40 nationalities, 60,000 population, live peacefully together on the happy tiny island.

A Handsome Aruban

These warm, beautiful people take to tourism like a duck to water. They display such sincerity that you feel that you are one of the Aruban family. Being the polite people they are, Arubans will always speak to an American tourist (they can spot us immediately) in English. The literacy rate for the island, that has the highest standard of living in the West Indies, is higher than that of the United States. They proudly share their history with you.

The Spanish conquistadores named the island "Oro Uba" meaning there was gold. From 1825 to 1916 over 3,000,000 pounds of gold was mined. The gold mill ruins are on the north beach and the abandoned gold mines are interesting tourist sights.

Oil Key

Yellow gold has been replaced by "black gold" oil as the number 1 industry. Esso, it hasn't changed to Exxon in Aruba yet, operates the world's largest refinery of crude oil. The plant opened in 1929 and can now process as much as 525,000 barrels of oil daily. Practically all of the crude that is processed here comes from the rich oil fields in the Lake Maracaibo region in Venezuela.

As your Eastern jet brings you in for a landing at the modern, bright new Princess Beatrix Airport, don't expect to see lush, tropical foilage, so typical of many Caribbean island.

Instead of the dense greenery, there are lots of cactus, rocky terrains and the divi-divi trees, the trademark of the Netherland Antillies. This odd shaped freak of nature is molded by the constant northeastern trade wind. The gentle but persistent breezes have shaped the pliant boughs of the thorny divi-divi tree pointing always to the southwest.

These curious trees lean away from the passaat, as the winds are called in "Papiamento", the local tongue, making a compass unnecessary and providing a special divi-divident to island travellers.

The trade winds are also responsible for carving the island's strange boulder formations, taking thousands of years to chisel. The natural bridge on the north coast, carved out of solid coral rock over the ages by the wind and the crashing is a sight you will long remember.

Beautiful Beaches

Even though Aruba is a tiny island you should plan to spend at least a week, and as you fall in love with the people, the "cunucu" or countryside and the uncrowded, clean beautiful beaches, you'll want to stay even longer.

The entire southern coastline on the leeward side of the island lays claim to the most beautiful beaches in the world. There are miles of pristine "sugar white" sand that tempt you to be a stroller, sunner or swimmer. The perfect weather that only varies between summer and winter, 79 degrees to 83 degrees and only 17 inches of rain annually, will guarantee you an unforgettable vacation.

The trade winds not only give you constant natural air conditioning but also make the island insect free for your personal comfort.

One of the great attractions in Oranjestad, the capital of Aruba, is the near "free port" shopping privileges. Almost every luxury item one can name is to be found in Aruba: watches and clocks from Switzerland; elegant gold embroidered saris from India; perfumes from France; linens from Madeira; cameras from Japan and the list goes on and on. Nassaustraat is the shopping focal point for good buys in Oranjestad. You'll enjoy five blocks of the most exciting shopping spree you have experienced.

Pelicans rest on an Aruban beach.

Prices are for the most part the same in different stores, so if you see something that you want buy it then, because later you'll forget where you saw it or it will be gone. Haggling or bargaining which is popular in some Caribbean islands is not the accepted custom in Aruba.

A unique gift to bring back is the Netherlands Antillies square nickel (worth 2½ cents U.S.). Once when they stopped minting them, the price shot up to $1. They are now minted in limited quantities.

America's Favorite Cigarette Break.
Benson & Hedges
100's.
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

18 mg. "tar," 1.3 mg. nicotine, av. per cigarette, FTC Report, Sept. '73.